

## SUBJECT TEACHING GUIDE

G915 - International Management

Degree in Business Administration and Management

Academic year 2021-2022

1. IDENTIFYING DATA					
Degree	Degree in Business Administration and Management			Type and Year	Optional. Year 4
Faculty	Faculty of Economics and Business Studies				
Discipline	Subject Area: Further General Management				
Course unit title and code	G915 - International Management				
Number of ECTS credits allocated	6	Term	Semester based (2)		
Web					
Language of instruction	Spanish	English Friendly	Yes	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS				
Name of lecturer	MARIA OBESO BECERRA				
E-mail	maria.obeso@unican.es				
Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 2. Despacho Profesores Asociados Administración de Em (E222A)				
Other lecturers	JOSE MARIA DIAZ RUBIN				

3.1 LEARNING OUTCOMES
- Understanding international context where firms are competing at present time.
- Characteristics of international firms.
- Strategies and decisions related to open markets.
- Corporate culture in international firms.
- Managing human resources in international firms.

#### 4. OBJECTIVES

To know the present global situation for enterprises.
To know the more relevant factors linked to manage international firms.
To know how enterprises can be introduced in new markets.
To know the international strategies carried out for enterprises.
To know the corporate culture implications in international business.
To know how manage human resources in international business.
To know how to do business in an international context.

#### 6. COURSE ORGANIZATION

CONTENTS	
1	Globalization
2	Introduction in new markets
3	Internacionalization process: from export firm to multinational firm
4	International strategy
5	Subsidiaries
6	Structure in international businesses
7	Culture in international businesses
8	Human resources in the multinational firm
9	Implementating the international strategy

## 7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Work in class During the theoretical classes, the students are realizing some works applying the theory.	Others	No	Yes	30,00
Individual work	Work	No	Yes	30,00
Team work 1 The students are working in a practice about the International Management.	Work	No	Yes	10,00
Team work 2. The students are working in a practice applying the theoretical concepts	Work	No	Yes	10,00
Test	Activity evaluation with Virtual Media	No	Yes	20,00
<b>TOTAL</b>				<b>100,00</b>

### Observations

#### Continuous evaluation

In order to pass the subject with this evaluation, a participation of 80 per cent of activities at least is mandatory. The qualification is composed by:

- Individual work (50 per cent)
- Team work 1 (10 per cent)
- Team work 2 (10 per cent)
- Lecture room work (30 per cent)

A minimum qualification of 5 points (about 10) in individual and team works is necessary in order to pass the subject.

If a student don't have this mark or more, he/she can realize a theory-practice exam at the end of the period.

In the case of sanitary alert, students could be realized the evaluation using virtual tools.

### Observations for part-time students

Those students with partial dedication could be approve the subject realizing a theory-practice exam.

In the case of sanitary alert, the evaluation would be realized using telematic tools. The theoretical part would be oral character (and this exam would be public following the rules).

## 8. BIBLIOGRAPHY AND TEACHING MATERIALS

### BASIC

Pla Barber, J. y León Darder, F. (2004). Dirección de empresas internacionales. Editorial Pearson.